



Life Cycle Analysis of MFiber

In 2020,

the Pet Sustainability Coalition facilitated a product Life Cycle Analysis (LCA) of MFiber. The goal of the LCA was to understand the environmental impacts of MFiber compared to Powdered Cellulose. Both are used as ingredients in pet food.

MFIBER vs. POWDERED CELLULOSE



What is Miscanthus?

MFiber is a cellulose fiber from the perennial *Miscanthus giganteus* grass and is grown in the Midwest region of the United States.



What is Powdered Cellulose?

A pulp from a raw fibrous plant material, most typically wood from trees, that is mechanically and chemically cleaned, processed and disintegrated.

This LCA focused on the material and manufacturing phases of the life cycle



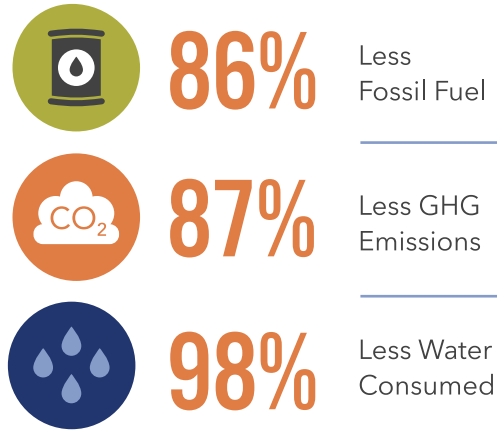
MATERIAL PHASE:
the environmental footprint of extracting materials.



MANUFACTURING PHASE:
the impact of conversion processes to create the product.

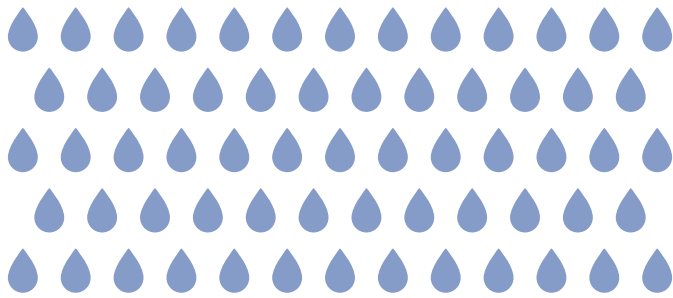
Key Findings

The LCA found the environmental impacts of MFiber are considerably less than Powdered Cellulose across all categories:*



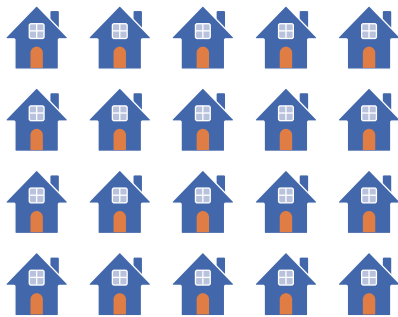
How does switching from Powdered Cellulose to MFiber translate to our everyday lives?

WATER USE



SAVES 153,210,000 Gallons of Water

FOSSIL FUEL USE

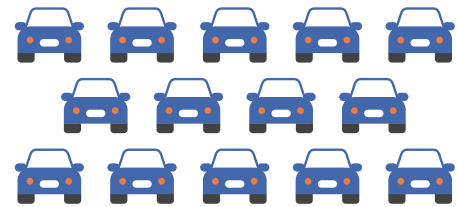


SAVES THE ENERGY NEEDED TO POWER

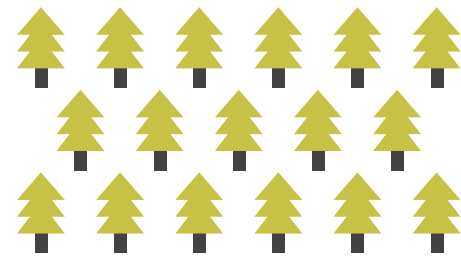
169

Average Homes Per Year

GHG EMISSIONS



REMOVES 1,193,104 Miles Driven by Passenger Vehicles Yearly



SEQUESTERS CARBON EQUIVALENT TO 12,614

Acres of U.S. Forests in one year

For more info contact mfiber.net | 417-678-1294

** For every 1 million pounds of Powdered Cellulose replaced by MFiber.*